

ABSTRACT OF THE DISCLOSURE

A full-line type printing apparatus having plural printheads which simultaneously performs printing processing using a printhead within a printing area of a print medium and preliminary discharge processing on a printhead without the printing area of the print medium in a stable manner. For this purpose, upon printing by the respective printheads based on received print data, electric power supplied to the respective printheads are calculated, and it is determined whether or not the sum of electric power supplied to simultaneously driven printheads is within a threshold value. If the sum is greater than the threshold value, a flag is set. Next, upon print-output of the print data, the existence/absence of the flag is checked, and if the flag is not set, normal printing is performed, while if the flag is set, a printhead driving frequency is changed before printing.